MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

LFC 1017 - FUNDAMENTALS OF STRATEGIC COMMUNICATION

(All Sections)

26 MAY 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE** printed page with **3** sections.
2. Answer **ALL** questions in Section A, B and ONE question in Section C.
3. Write your answers in the Answer Booklet.

SECTION A: STRUCTURED QUESTIONS [16 MARKS]

Instructions: Answer **ALL** questions.

1. Define strategic positioning.

(2 marks)

2. **Figure 1** below, shows the stages in formulating the content of communication strategy.

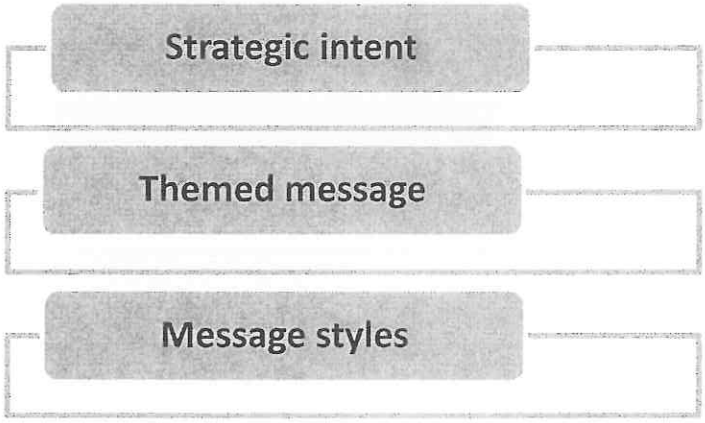

Figure 1

Based on **Figure 1** above:

a. Define strategic intent.

(2 marks)

b. Identify the **FIVE (5)** types of themed message styles.

(5 marks)

c. Suggest **TWO (2)** possible questions a strategic communication practitioner would ask to clarify a message.

(2 marks)

3. Identify **THREE (3)** foundations of reputation and explain each.

(3 marks)

4. Briefly explain "Vision-Culture Gap".

(2 marks)

Continued...

SECTION B: SHORT ESSAY QUESTIONS [14 MARKS]

Instructions: Answer **ALL** questions

1. a. Corporate Social Responsibility (CSR) is a concept, whereby organisations consider the interests of society by taking responsibility for the impact of their activities on stakeholders, customers, suppliers, employees, communities as well as the environment.

   Discuss **THREE (3)** basic communication strategies for CSR and explain each.

   (6 marks)

Figure 2

   b. Complete **Figure 2** above by identifying and explaining item no 3.

   (1 mark)

2. Community relations is the total result of conscious efforts by an organisation to be an accepted and respected part of its local community. It is aimed at creating the accepted image of being a "good neighbour". As such the organisation wheather a small or medium enterprise concentrates its efforts and activities in serving the local community that surrounds them.

   a. Illustrate the elements of a community relations program .

   (5 marks)

   b. Briefly explain the **TWO (2)** advantages of good community relations.

   (2 marks)

Continued...

SECTION C: ANALYSIS [20 MARKS]

Instructions: Choose **ONE (1)** question only. Write an analysis of approximately 250 - 350 words.

Question 1:

Advertising strategy is a campaign developed to communicate ideas about products and services to potential consumers. Most advertising strategies nowadays focus on achieving their general goals such as awareness on their organization or business, stimulating sales and establishing their image and brand reputation.

Choose an advertising campaign that you are familiar with, and analyse their message strategy (what to say) and the advertising appeal (how to say) for their respective campaign strategy.

(20 marks)

Question 2:

Over recent years, in the world of multimedia, have seen an explosion in the opportunities and use of new media in society, including social media sites such as facebook, instagram, youtube and other web 2.0 applications such as blogs and wikis. These advances in media and web technology provide new challenges and opportunities to communicate and engage with stakeholders including employees.

Sometimes organizations are faced with social media crisis. As a communication strategist, one should be able to manage the crisis in maintaining their image and brand reputation.

By using a flowchart, plan common steps that a strategist should take in responding to a social media crisis.

(20 marks)

End of Paper